

ABSTRACT OF DISCLOSURE

An interactive online marketplace system comprises a server and a database associated with the server for  
5 storing details of traders and customers including information of products and/or services provided by the traders. Each of the traders and customers is identified by a user having a unique identity code. Computers used by the traders and customers are connectable to the  
10 server. A website associated with the server allows visit by the customers using the computers, with a webpage displayed on the computer of a visiting customer. The webpage includes a directory of the traders in a multi-level representation that includes hyper links to  
15 corresponding users representing the traders based on their identity codes for establishing a two-way online communication channel via the server between the visiting customer and one of the traders selected by that customer.